

_Drive Safely Work Week 2001 (September 10-14, 2001): The theme for Drive Safely Work Week (DSWW) is “Pay attention. Buckle up. Safe driving is a full-time job.” This year’s DSWW reminds employees that seat belts are the best defense against distracted drivers. A DSWW 2001 Tool Kit containing fact sheets and camera-ready flyers and artwork is available from the Network of Employers for Traffic Safety, who can be reached by telephone at (202) 452-6005, by e-mail at nets@trafficsafety.org, or on the Web at www.trafficsafety.org.



_Walk to School Day: On October 2, 2001, tens of thousands of students, parents, and community leaders will participate in this annual event. The Walk to School Day USA website (www.walktoschool-usa.org) features an organizing guide, flyers, logos, model press releases, and related articles. ***For more information, contact Lauren Marchetti by telephone at (919) 962-7412 or by e-mail at lauren_marchetti@unc.edu.***



_National School Bus Safety Week (NSBSW): This year, NSBSW has been expanded to two weeks (October 14-27, 2001). The National Association for Pupil Transportation (NAPT) will coordinate a poster contest with the theme *Danger – Know the Zone*. NAPT will also offer NSBSW activity books and posters featuring last year’s contest winner. ***For more information, contact NAPT by telephone at (518) 452-5611 or visit them on the Web at www.napt.org/poster.btm.***

_Mobilizing for a SafeUSA: A Leadership Conference to Reduce Violence and Injury in America: This conference, co-sponsored by NHTSA and the Centers for Disease Control and Prevention, includes a transportation track entitled “Safe on the Move.” It takes place at the Westin Peachtree Plaza in Atlanta on December 3-5, 2001. ***For more information, contact SafeUSA, P.O. Box 8181, Silver Spring, MD 20907-8189. Telephone: (888) 252-7751; e-mail: asinfo@cdc.gov; WWW: www.cdc.gov/safeusa.***



NATIONAL NEWS: NOYS Update

National Organizations for Youth Safety

The National Organizations for Youth Safety (NOYS) is a coalition of organizations and Federal agencies committed to reducing injuries among young people. NOYS works with agencies and organizations that serve or include youth to reduce motor vehicle and other injuries and the behaviors that lead to these injuries. More information on NOYS can be found on the Web at www.noys.org or obtained by e-mail from forNOYS@noys.org. NOYS and NHTSA have combined to sponsor the first National Youth



Selecting, Installing, & Using

Diversity Summit on Traffic Safety. From July 26 through July 29, 2001, approximately 1,000 teenagers and adults will gather in Los Angeles under the theme of

“Youth Saving Youth: Celebrating Diversity!” Summit participants will do the following:

- Discuss such issues as underage drinking and drug use, impaired and reckless driving, seat belts, and drowsy driving, especially as they affect higher-risk populations, which include African Americans, Hispanics, Native Americans, rural youth, and youth with special needs.
- Develop action recommendations for agencies and organizations involved in youth safety.
- Learn how to effectively communicate safety messages.
- Showcase successful youth-led programs.
- Hear from youth and civic leaders, corporate executives, and government officials.
- Participate in youth-led workshops and hands-on activities that address traffic safety and foster decision-making skills.

The Summit will feature the debut of two new resources. The **“Speak Out and Make NOYS” Project Planning Kit** helps organizations and communities define problems affecting youth, collaborate with others in developing and implementing action plans to address these problems, evaluate the results of these activities, and share this information with others. The kit includes a project manual, sample projects, “how to” guides, banners and posters, a ready-to-use media package, and a project planner that helps keep track of important details and deadlines. The kit is accompanied by a training video that walks users through the materials and includes planning tips, project ideas, personal testimonials, and footage of Speak Out and Make NOYS activities. The **NOYS Party Planner** assists youth in planning alcohol-free parties, prom events, and New Year’s Eve celebrations, and shows how these events can also be used to educate peers about safe and responsible behavior. Both resources can be ordered from NHTSA by telephone at (888) 327-4236 or on the Web at www.nhtsa.dot.gov.

For more information on the Summit, contact Cheryl Neverman at (202) 366-2696 or cneverman@nhtsa.dot.gov, or Barbara Murdock at (301) 306-2017 or bmurd1734@aol.com. Information can also be found on-line at www.noys.org or www.nhtsa.dot.gov.

Child Safety Seats: Selecting, Installing, and Using is a new feature on the NHTSA website, which provides guidance on choosing, installing, and properly using child safety and booster seats. It includes tips for correct child safety restraint installation and use, a dictionary of child safety restraint terms, descriptions of the child safety features of recent motor vehicle models, and a list of new child safety restraints and their features. Child Safety Seats can be found at www.nhtsa.dot.gov/people/injury/childps/csr2001/csrhtml/index.html. The NHTSA website also includes a Child Safety Seat Inspection Station Locator that identifies inspection stations by state or zip code. The locator can be found at www.nhtsa.dot.gov/people/injury/childps/CPSFitting/Index.cfm.

Resources

Beginning Teenage Drivers is a pamphlet explaining how crashes involving beginning drivers differ from those involving experienced drivers, and how parents can help their teenagers become safe motorists.

Community "How to" Guides on Underage Drinking Prevention is a publication series that offers guidance on coalition-building, needs assessment and strategic planning, enforcement, prevention and education, public policy, media relations, evaluation, self-sufficiency, and resources.

Improved communication is the first step in eliminating divisions and building partnerships between law enforcement agencies and the communities they serve. A new brochure, *The Traffic Stop and You: Improving Communication Between Citizens and Law Enforcement*, seeks to clarify what is expected from both parties during a traffic safety stop, thereby helping to improve communication between the two groups, reduce the anxiety associated with a traffic stop, and increase the public's understanding of traffic law enforcement. The publications described above can be ordered from NHTSA at (888) 327-4236 and ordered or downloaded from the NHTSA website at www.nhtsa.dot.gov.

Preventing School Injuries: A Comprehensive Guide for School Administrators, Teachers, and Staff, written by Building Safe Communities editor Marc Posner, examines why and how students are injured in schools and school-related activities (including on their daily journey to and from school by family car, public transportation, school bus, bicycle, or foot). The book shows schools how to implement a comprehensive injury prevention and emergency response program. Preventing School Injuries is available from the major on-line book retailers; it can also be ordered from Rutgers University Press at (800) 446-9323 or on the Web at rutgerspress.rutgers.edu.